

Utah Office of Tourism Board Meeting

Capitol Complex West Building
Room 110

October 7, 2005
10:00 a.m.

Present

Board Members

Bob Bonar
Steve Lindburg
Georgianna Knudson
Kim McClelland
Camille Cain
Frank Jones

Bob Syrett
Shelleice Stokes
Hans Fuegi
Jeff Robbins
Colin Fryer
Steve Burr

Staff

Mike Deaver
Elaine Watts

Stacey Clark
Patti Denny

Guests

Pam Westwood
Neka Roundy
Red Oelerich
Brad Smith
Raelene Davis
Scott Beck

Organization

SLCVB
Davis County Tourism
Outdoor Utah
Foremost West
Ski Utah
SLCVB

Welcome & Introductions

Kim McClelland called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves.

Minutes

Kim asked if the board had read the minutes of the September 2 meeting and if there was a motion to amend or approve them. Shelleice made a motion to approve them as written. The motion was seconded by Bob Bonar and carried unanimously.

Packet Review

Mike Deaver drew the board member's attention to the two media articles that were in their packets. One was an article from the Los Angeles Times entitled Utah, Alive With Color that highlights the diversity of Utah with the red rock and the mountains. The second article reported that Deer Valley was voted the best North American resort by more than 20,000 subscribers of Ski Magazine.

Mike also noted that there are copies of the updated Co-op Program in their packets.

Co-Op Committee Report

Hans reported that the committee will begin reviewing the first round of applications on October 27 at 2 p.m. There was some discussion about the potential for conflicts of interest by the committee members with regard to the applications that they will review. The conclusion was that the conflict of interest should be stated but should not be a reason to withdraw from the evaluation process since the applications will be scored individually by the committee members. The committee will then make a recommendation to the full board where all members will have an opportunity to vote on the recommendation.

There was some discussion as to how appeals should be handled. It was decided that appeals should be directed to Leigh.

After considerable discussion regarding a time line for submitting applications for the next 3-month cycle, Colin recommended that the Co-op Committee meet for a few minutes following the meeting to establish those deadlines. They are as follows:

October 15 – Co-op applications due

*October 27 – Co-op Committee meets to evaluate applications in preparation for the November Board Meeting

November 4 – Utah Office of Tourism Board Meeting

November 15 – Co-op applications due

December 9 – Utah Office of Tourism Board Meeting

Hans asked that the staff forward copies of the applications to the board as soon as the deadline for submission has passed so they can review them in preparation for the meetings.

There was some discussion about the confusion surrounding the question as to whether an entity can apply individually and also as part of a joint application.

MOTION: Camille made a motion to delete bullet five under the subtitle **Eligibility requirements** that reads: ‘Each entity may submit only one (1) application, even if the entity is part of a joint application.’ The motion was seconded by Georgianna and carried unanimously.

Marketing Committee Report

Mike announced that Shelleice will serve as chair of the Marketing Committee. He also gave an overview of the recently completed Branding Tour and showed some news clips of the coverage that were aired on the local channels. There were about 400 people who attended the meetings and we have had 800 submissions of ideas for the branding. This is a very time consuming process and is very important to our long-range plans. The Governor is very excited about this project and he has stated that we need to create a brand that will bring Utah to the foreground and be different from anyone else. They have a meeting scheduled on October 21 with the Governor to show it to him.

*The date of this meeting needs to be changed because of a conflict with TIA’s Marketing Outlook Forum. The meeting date will be October 24.

Kim commented that the board members would like to have buy-in on the brand prior to introducing it publicly.

Mike introduced the marketing campaigns along with the budget for each one that the staff proposed to the Marketing Committee:

\$100,000 London Launch of the Branding

- a. British guild of Travel Writers Awards Dinner
- b. Captains of Industry Luncheon
- c. WTM Stage Presentation
- d. Banners and promotional items

\$ 72,000 Pay Per Click Campaign

- a. Monthly budget of \$12,000 October through March
- b. Rotation bid on 1,200 keyword searches, i.e. skiing

\$35,000 Times Square HDTV Board

- a. 18 :30 second spots per day
- b. November 21-December 11
- c. 378 total spots

\$30,000 AAA Tour Book

- a. Deadline is October 14
- b. 750,000 Annual distribution
- c. Free photo gallery on website

\$50,000 American Park Network

- a. Utah National Parks and Utah State Parks booklet
- b. Provides a single unit (possibly two) to promote National and State Parks
- c. Allows input to content and editorial creative development

\$100,000 Sundance Film Festival Sponsorship

- a. January 19-29, 2006
- b. Additional sponsorship exposure throughout the vent
- c. Utah House on Main Street-information and hospitality to visitors

\$100,000 Special Opportunities Fund

- a. Fund set aside for opportunities as they arise that may be in addition to the marketing plan or for projects that may require additional funding.
- b. Items in this fund would generally be less than \$10,000 and would require Marketing Committee approval.

\$65,000 Production Budget

- a. Video and collateral pieces to be used at WTM, NTA, ITB, etc.
- b. Trade show display booths

Total Budget Request \$552,000

Steve Lindburg noted that he is concerned that the amount of money allocated to the production budget is too low, and he suggested that we not do the American Park Network project and put that amount of money into the Production Budget.

Shelleice commented that the Marketing Committee did not approve each line item but recommended the entire proposal.

Bob Syrett recommended that we reduce the Film Festival project by \$50,000.

Shelleice stated that if we can use the new brand on the Times Square HDTV board then she would approve that expenditure, but if not, she would recommend putting it on hold. Kim stated that the Times Square board is a great opportunity to get our message in front of lots of people, particularly during the holiday season, and he would recommend that we do it even if we don't have the brand. Steve Lindburg suggested that we look into a long-term purchase that would probably be more cost effective.

MOTION: Steve Lindburg made a motion that we move forward with all of the proposed Marketing Campaign Projects, taking into consideration the concerns that have been expressed. The motion was seconded by Shelleice and carried unanimously. (Those absent during the vote were: Bob Bonar, Jeff Robbins, and Camille Cain.)

Legislative Committee Report

Steve Burr reported that the biggest responsibility this committee has is to get the \$4 million back into the budget. Nan Anderson has prepared a legislative lobbying kit that is now on the UTIC website for anyone to use as needed. Steve's desire is to develop a long-term strategic plan for legislative lobbying. He also drew attention to pages 18 and 19 of the Utah State Board Handbook that discusses conflict of interest issues. He recommended the board use that as a guideline in developing a policy for handling conflict of interest issues.

Other Business

UTIC is organizing a 2006 Legislative Kick-Off event at Bacci on November 10 at 5:30 p.m. Everyone is invited to attend.

Next Meeting

The next Board Meeting will be held Friday November 4 at 10 a.m. in room 15 of the west building of the Capitol Hill Complex.